

MAY 22 2000

# Missouri Census Update



Missouri Census Data Center, Missouri State Library

Winter 2000

## Missouri gears up for a complete count in Census 2000



Activities in towns all across Missouri illustrate the local effort to promote Census 2000, and the Census Bureau's Road Tour complemented promotional activities in Jefferson City, Joplin, Kansas City, Springfield, St. Joseph, and St. Louis.

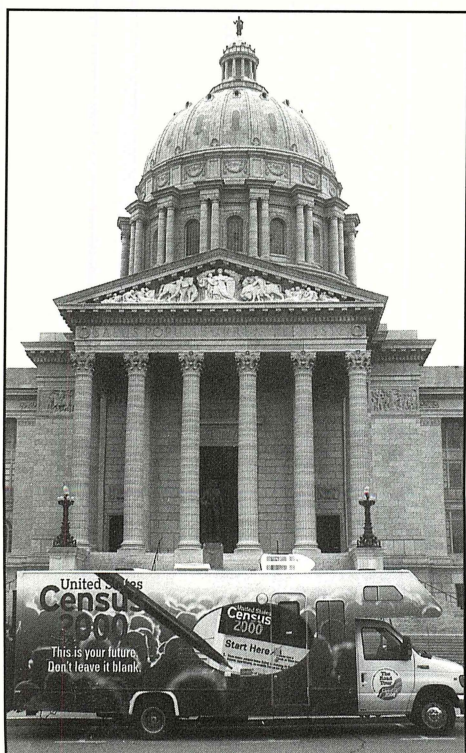
The most visible sign of the road tour, a 28-foot Census 2000 vehicle, brought portable exhibits, videos, printed material, and lots of free giveaways to spread the word that Census 2000 is under way.

Local leaders and Secretary of State Bekki Cook held a rally March 18 to emphasize the importance of participating in this first census of the new century at the state capitol in conjunction with the Census 2000 road tour stop in Jefferson City.

In addition to road tour events, communities have been promoting Census 2000 by reaching out to schools, social service providers, and various business and not-for-profit groups to get the word out about the importance of the census.

The Census Bureau offered in-kind funding to local complete count committees that had formal agreements with them and submitted viable plans for promotional activities.

*Continued on page 2* ➤



Census Bureau road tour staff in Jefferson City with Censio, the official Census 2000 puppy who is accompanying them on the tour.

### Inside Update

Federal dollars to Missouri based on decennial census information . . . . . 3

A century of accomplishments . . . . . 4

Census questionnaire: the long and the short of it . . 6

Missouri economic information . . . . . 7

African American population profiles . . . . . 8



# Missouri gears up

*Continued from page 1*

## Local leaders explore ways to promote Census 2000

Six regional workshops were sponsored in January and February by Missouri's statewide Census 2000 Complete Count Committee, the Census Bureau, and local affiliates of the Missouri Census Data Center. A total of 87 participants attended the sessions held in Kansas City, Kirksville, Perryville, St. James, St. Louis, and Springfield.

The workshops provided a forum for community leaders to explore ways they can let people know about the importance of participating in the census. The workshops also provided a way to effectively distribute promotional materials provided by the Census Bureau and the Missouri Census Data Center.

Brent Thompson, coordinator of the Kahoka/Clark Co. Economic Development Corporation and a member of the Clark County Complete Count Committee, noted that the workshop he attended in Kirksville was extremely helpful. "It provided much-needed answers about Census 2000—particularly about who, what, when, where, and why. Our Clark County Census 2000 Complete Count Committee chairman, Wayne Blum and I were able to go back home and provide some direction to our county committee."

## Examples of promotion

Here is a sampling of some specific activities in Missouri to promote Census 2000 at the local level:

◆ The **Adair County** Complete Count Committee produced table toppers that read: "Adair County Counts." These were placed in local restaurants, school cafeterias, nursing homes, business counter tops, and other public places. The city also held a Census 2000 "kickoff" event in early February

which featured promotional items and entertainment.

◆ The city of **Fulton** held a "kickoff" luncheon for local leaders from the press, businesses, universities, and government. At the gathering, the participants received information about the census, made arrangements for poster distribution, and designed strategies for promoting the census in Fulton.

◆ **Howard County** held a kickoff meeting and created a plan to reach out to senior citizens to let them know that the census is being conducted, answers are confidential, and that many programs beneficial to senior citizens receive funding from the federal government based on census information.

◆ **Jefferson City's** local complete count committee posted 30 banners, held a school poster contest to promote Census 2000, and co-sponsored a Census 2000 event in the capitol rotunda.

◆ City leaders in **Moberly** worked with schools, the local housing authority, churches, senior citizen groups, and others to promote the census.

◆ **Rolla** received funding from the Census Bureau to print Census 2000 bookmarks to distribute to students in the Rolla School District.

◆ **St. Louis** has developed a local promotional campaign that includes customized posters and flyers, established a Census 2000 website at <http://stlouis.missouri.org/census/>, and held various census events.

A census circus was organized to "kick-off" promotional efforts in the city. Held on the campus of the Human Development Corporation, which runs the Head Start program in St. Louis, children enjoyed pony rides, a petting zoo, a Clydesdale horse and other animals from Grant's Farm, storytellers, and stilt walkers. Among those who spoke about the importance of Census 2000 at the circus were Mayor Clarence Harmon and Archbishop Rigali. In addition to information about the census,

## Missouri Census Update

**Vol. 4, No. 1 — Winter 2000**

**Missouri Census Update** (ISSN 1092-9509) is published quarterly by the Office of the Secretary of State to fulfill contractual obligations to the U.S. Bureau of the Census in connection with the State Data Center Program authorized under Title 13, United States Code, Section 8(b). The newsletter is distributed to the Census Bureau, other state data centers, affiliate agencies, libraries, universities, state agencies, and other interested parties.

For more information about the newsletter or the Missouri Census Data Center, contact the MCDC Coordinator, Missouri State Library, P.O. Box 387, Jefferson City, Missouri 65102-0387; tel: 573-526-7648; <http://www.oseda.missouri.edu/mscdc/index.html>

**Rebecca McDowell Cook**  
Secretary of State

**Sara Parker**  
State Librarian

**Madeline Matson**  
Editor

**Debbie Pitts**  
Consultant

*Graphic design by*  
**Desert Digital Graphics**

Some images copywrite [www.arttoday.com](http://www.arttoday.com)

the circus also provided plenty of hot dogs, popcorn, and cotton candy.

The "Family Portrait" was another event held in St. Louis to celebrate Census 2000. The event emphasized the diversity of people who live in the St. Louis metropolitan area. Graduate students and other participants wore ethnic clothing from Nepal, Ghana, Mexico, Japan, Korea, and other countries. Ethnic dancing, music, food, and a Census 2000 proclamation also highlighted the "Family Portrait." ■



# Federal dollars to Missouri based on decennial census information

*Editor's note: The Missouri Census 2000 Complete Count Committee recently requested a breakout of population-based grant funding by federal program for fiscal year 1998. The table below shows 22 large federal programs and the obligation to the State of Missouri by program. The table does not include all population-based grant funding to the state, estimated to be \$3.5 billion. The 1990 undercount for Missouri was approximately 32,000. This translated to a loss of more than \$20 million in federal funding to the state in fiscal year 1998.*

<b>Catalog of Federal Domestic Assistance Number</b>	<b>Program</b>	<b>Estimated Obligations</b>
93.658	Adoption Assistance	\$5,051,000
93.959	Block Grants for Prevention and Treatment of Substance Abuse	\$24,121,000
14.218	Community Development Block Grant (Entitlement Grants)	\$60,000,000
14.228	Community Development Block Grant (State's Program)	\$35,650,000
17.246	Employment and Training Assistance, Dislocated Workers	\$12,289,000
17.207	Employment Services (Wagner-Peyser Act)	\$13,842,000
20.507	Federal Transit Capital and Operating Assistance Formula	\$62,000,000
93.658	Foster Care	\$27,577,000
84.276	Goals 2000: State & Local Education Systemic Improvement Program	\$12,000,000
20.205	Highway Planning and Construction	\$532,034,000
14.239	HOME Investment Partnerships Program	\$26,000,000
17.250	Job Training Partnership Act	\$28,294,000
93.568	Low Income Home Energy Assistance	\$22,586,000
93.994	Maternal and Child Health Services Block Grant	\$12,000,000
93.778	Medicaid	\$1,840,145,000
84.126	Rehabilitation Services	\$48,941,000
84.186	Safe and Drug-Free Schools and Communities State Grants	\$46,322,000
84.027	Special Education	\$80,669,000
10.557	Special Supplemental Nutrition Program for Women, Infants and Children (Food)	\$52,108,000
84.010	Title I Grants to Local Education Agencies	\$116,958,000
84.048	Vocational and Technical Education Assistance	\$20,940,000
93.575	Child Care and Development Block Grant	\$18,445,000
Total		\$3,097,972,000

Sources: U.S. General Accounting Office, Report B-281364, February 1999; Missouri state auditor, Report No. 99-14, March 1999, Missouri state demographer estimates, October 1999.



# Census Bureau looks back over a century of accomplishments

**F**rom devising neighborhood statistical areas called census tracts in 1910, to the first civilian use of an electronic computer in 1951, the Census Bureau has led the way during the 20th century in collecting, tabulating, and disseminating statistics.

Looking back over the past 100 years, Census Bureau Director Kenneth Prewitt has described some of the agency's most significant achievements, noting that each one contributed to its current status as "the preeminent collector and provider of timely, relevant, and quality data about the people and economy of the United States."

## First electronic computer for civilian use

UNIVAC I (Universal Automatic Computer), designed and built specifically for the Census Bureau, was the first electronic computer for civilian use and marked a major improvement in the speed of data processing. It also represented the dawning of "the computer age."

First used to process results from the 1950 census, the machine was able to tabulate 4,000 items per minute, double the amount that earlier electromechanical tabulating machines could process.

During the first half of the century, punch cards, which were introduced in the 19th century, were the principal method of tabulating census and survey data. During the 1950s, the Census Bureau and the National Bureau of Standards developed a system called Film Optical Sensing Device for Input to Computers (FOSDIC), which took census and survey questionnaires that had been pho-

tographed onto microfilm, "read" blackened dots opposite the appropriate answers, and transferred the data to magnetic tape. Those tapes constituted the input for the Census Bureau's computers. One major result was the elimination of most discrepancies in data records sent for processing.

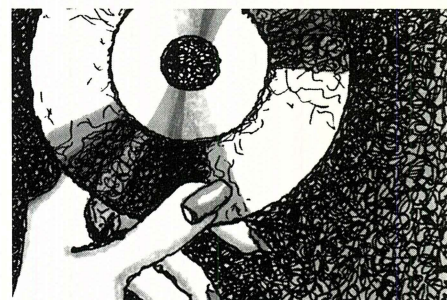
Developed to help process the 1960 census, FOSDIC played an integral part in the Census Bureau's data processing system into the mid-1990s. Now, for the first time in the history of the U.S. census, optical character scanners will be used to process questionnaires in 2000. The scanners recognize hand-written responses, as well as filled-in ovals or boxes. Using complex software, the scanned images are processed and translated into computer code. Then the responses are transmitted electronically over secure lines to Census Bureau headquarters for statistical processing and analysis.

## TIGER—the move to digital mapping

A milestone for census-related geographic analysis occurred when a digital database of the nation's geography was developed at the Census Bureau in the 1980s. Known as the Topologically Integrated Geographic Encoding and Referencing (TIGER) System, this unified computerized database and its associated mapping software replaced the need to prepare and collect tens of thousands of maps and assign geographic codes to the data each time the agency undertook a new census or survey. In fact, TIGER related well to the new computer industry known as geographic information systems.

## Self enumeration

Prior to 1960, every housing unit in the country was visited by an enumerator during the decennial census. But beginning in 1960, householders in urban areas were mailed questionnaires and asked to complete the forms and hold them until they could be picked up by an enumerator. Today, the vast majority of housing units receive census questionnaires in the mail. Self-enumeration by mail improved the quality of the resulting data and permitted the Census Bureau to concentrate its resources on the hardest-to-enumerate areas.



## CD-ROM and Internet technology

CD-ROMs played a major role in the release of information from the 1990 census. The Census Bureau's award-winning Internet site was launched in 1994 and soon became the agency's primary avenue for data dissemination. The American FactFinder—the Census Bureau's electronic data dissemination system—will be the primary site for users to access data from Census 2000 via the Internet.

American FactFinder grew out of the Census Bureau's efforts to expand public access to demographic and economic information in a way that was cost effective and to provide electronic access to customized tabulations. After going through two prototypes,



the American FactFinder was released on the Internet in March 1999. By early 2001, the first data from Census 2000 will be available in American FactFinder. Information down to the census tract level from the Census 2000 short form is expected to be released during the summer and fall of 2001. Information down to the census tract level from the long form is expected to be released during the last six months of 2002.

With American FactFinder, an individual can select the variables and geography he or she would like to retrieve, compute simple statistics, and obtain a thematic map. It is important to note that the strict standards of confidentiality adhered to by the Census Bureau are a key component of American FactFinder. Unless numbers within a geographic area (e.g., town, census tract, etc.) are at a level to assure confidentiality, a response will be suppressed. For example, if too few African-American families or householders over age 65 live in a census tract, data commonly released by census tract may not be available in that case.

Already available on FactFinder are the Population and Housing Facts, which offer detailed data from the 1990 census. Users may view predefined tables, browse detailed tables from the summary data files, or use advanced query to create customized tables from the full Public Use Microdata files. Map options allow users to access thematic maps or create their own maps which can be combined with customized statistical data.

### Statistical sampling

The Census Bureau first used statistical sampling methods in the 1937 Enumerative Check Census of Unemployment to estimate the scope of unemployment in the United States during the Great Depression. Sampling was used in a population and housing census for the first time in

1940. Sampling made it possible to ask selected questions of every fourth or fifth household and still produce reliable estimates for entire geographic areas. The use of sampling in the census led to the development of many demographic surveys, most notably the Monthly Report on the Labor Force in 1943, expanded and renamed the Current Population Survey in 1947.

### Paid advertising to promote the census

The 1950 through the 1990 censuses relied on pro bono advertisements coordinated by the Advertising Council to encourage census participation. These ads were run as public service announcements in the media as space allowed, but this meant they most often appeared when readership, viewing, and listening were at the lowest levels. For Census 2000, paid advertising is an important part of the plan to promote census awareness and participation and to ensure the right message reaches the right people at the best time.

### Establishing statistical areas

Following the 1910 census, the Census Bureau retabulated some New York City data for statistical areas that were relatively unchanging—small neighborhood areas where characteristics could be compared over time. This became the census tract program, and by 1990 it covered the entire country. Following the 1940 census, the bureau began releasing population and housing data by block for cities with a population of at least 50,000. Decision-makers across the country have come to rely on small-area data for planning and analysis.

As technology continues to move forward, expect the Census Bureau to stay on the cutting edge. Director Prewitt has said, “In the next century, we expect to build on these achievements and continue to be an innovator.”

## How many people live in the United States?

According to most recent estimates, approximately 274.5 million people now live in the U.S. This is an increase of nearly 270.5 million people since the first census was conducted in 1790. The first results from Census 2000—the U.S. population and the population totals for each state—must be turned over to President Clinton by December 31, 2000.

## Population of the United States by census year

2000	..... ?
1990	..... 248,709,873
1980	..... 226,542,199
1970	..... 203,302,031
1960	..... 179,323,175
1950	..... 151,325,798
1940	..... 132,164,569
1930	..... 123,202,624
1920	..... 106,021,537
1910	..... 92,228,496
1900	..... 76,212,168
1890	..... 62,979,766
1880	..... 50,189,209
1870	..... 38,558,371
1860	..... 31,443,321
1850	..... 23,191,876
1840	..... 17,063,353
1830	..... 12,860,702
1820	..... 9,638,453
1810	..... 7,239,881
1800	..... 5,308,483
1790	..... 3,929,214



# Census questionnaire: the long and the short of it

## The following six questions will be asked of everyone (short form):

### **AGE asked since 1800**

Age is central for any number of federal programs that target funds or services to children, working-age adults, women of childbearing age, or the elderly.

### **GENDER asked since 1790**

Census data about gender are critical because so many federal programs must differentiate between males and females. Laws to promote equal employment opportunity for women also require census data on gender.

### **RELATIONSHIP asked since 1880**

The census subject about relationship is essential for classifying the population into families and other groups.

### **MARITAL STATUS asked since 1880**

Planning and implementing many government programs calls for accurate information on marital status, such as the numbers of married women in the labor force, elderly widowed individuals, or young single people who soon may establish homes of their own.

### **RACE asked since 1790**

Race is key to implementing any number of federal laws and is a critical factor in the basic research behind numerous policies.

### **HISPANIC ORIGIN asked since 1970**

This information is needed to determine compliance with provisions of antidiscrimination in employment and minority recruitment legislation.

## The following questions will be asked on a sample basis (long form):

### **GRANDPARENTS AS CAREGIVERS new for Census 2000**

This subject complies with legislation recently passed in the 104th Congress requiring the census to obtain information about grandparents who have primary responsibility for the care of their grandchildren.

### **YEAR STRUCTURE BUILT asked since 1940**

The year the structure was built determines the age of housing units. Data about the age of housing in conjunction with other census information are used to develop state per capita income estimates which are used in the allocations formulas or eligibility criteria of more than 20 federal programs.

### **UNITS IN STRUCTURE asked since 1940**

The number of units in the structure subdivides the housing inventory into one-family homes, apartments, and mobile homes. When combined with other census items, this serves as the basic identifier of housing used in many federal programs.

### **ROOMS asked since 1940**

Data about the number of persons per room is used to measure the extent of over-crowding among our nation's households. The number of rooms in a home also is used as a measure of housing-unit size in the absence of information on square footage.

### **DISABILITY asked 1830-1930, 1970-1990**

Information on disability is used to distribute funds and develop programs for people with disabilities and the elderly.

### **LANGUAGE SPOKEN AT HOME asked 1890-1940, 1960-1990**

This is for agencies serving the needs of the foreign born and those having difficulty with English.

### **EDUCATION: enrollment asked since 1850; attainment asked since 1940**

Data about school enrollment and educational attainment are required by law for profiling the socioeconomic conditions of school-age children.

### **ANCESTRY asked since 1980**

Ancestry identifies the ethnic origins of the population, and agencies regard this information as essential for fulfilling many important needs. These data are needed to measure the social and economic characteristics of ethnic groups and to tailor services to accommodate cultural differences.

### **BEDROOMS asked since 1960**

This information is useful in tracking changes in the physical characteristics of the housing inventory over time. The number of bedrooms is also an indicator of the housing unit size.

### **KITCHEN FACILITIES asked since 1960**

Complete kitchen facilities are defined as a sink with piped water, a range, and a refrigerator. Agencies use this to identify areas eligible for housing assistance and rehabilitation loans, and as an indicator of housing quality.

### **PLUMBING FACILITIES asked since 1940**

Complete plumbing facilities are defined as hot and cold running water, a flush toilet, and a bathtub or shower. Agencies use this to identify areas eligible for public assistance programs and rehabilitation loans. Public health officials use this item to locate areas in danger of ground water contamination and waterborne diseases.

### **HOME HEATING FUEL asked since 1940**

This has long been used as a basic indicator of the adequacy of the American housing stock. This provides information on energy supply and consumption.

### **TELEPHONE IN UNIT asked since 1980**



Lack of telephone service is an important measure of social isolation. The information is used to assess the level of need among elderly, low-income, and handicapped households. This also measures the extent of universal access to telephone service.

**YEAR MOVED TO UNIT asked since 1960**

This provides information on the specific period of time when mobility occurs, especially for recent movers. Also measures neighborhood stability and helps identify transient communities.

**FARM RESIDENCE asked since 1970**

Farm population is identified based on the number of acres and volume of sales of agricultural products.

**TENURE asked since 1890**

Tenure (whether a home is owned or rented) is the most basic feature of the housing inventory. Homeownership rates have served as an indicator to the economy for decades. It is also used in calculating homeownership and rental vacancy rates to evaluate the overall viability of local housing markets.

**VALUE asked since 1930**

The value of home and property is an important measure of neighborhood quality, housing affordability, and wealth.

**SELECTED MONTHLY OWNER COSTS asked since 1960**

Selected monthly owner costs, such as mortgage payments and utilities, are a measure of the cost of homeownership. Combined with income, this offers an excellent measure of affordability and excessive shelter costs.

**RENT asked since 1930**

Rent is an essential measure of shelter costs. Rental amounts are critical for the establishment of fair market rents.

**RESIDENCE FIVE YEARS AGO asked since 1960**

Residence five years ago is used to assess the residential stability and the effects of migration in both urban and rural areas. It also provides information on the mobility of each individual.

**PLACE OF BIRTH, CITIZENSHIP AND YEAR OF ENTRY: place of birth**

**asked 1950; citizenship asked 1820-1830, 1870, 1890-1990; year of entry asked 1890-1930, 1970-1990**

These subjects provide essential data for setting and evaluating immigration policies and laws. This helps legislators and others understand how different immigrant groups are assimilated.

**INCOME asked since 1940**

Income is a critical topic, since it is a vital measure of general economic circumstances. This information is used to determine poverty status, to measure economic well-being, and to assess the need for assistance.

**LABOR FORCE asked since 1930**

This is key to understanding work and unemployment patterns and the availability of workers.

**VETERAN STATUS asked 1840, 1890, 1910, 1930-1990**

This is used to measure the needs of veterans' programs dealing with education, employment, and health care.

*Source: U.S. Census Bureau*

## Missouri information from the Economic Census



The Census Bureau is currently releasing data for Missouri industries from its most recent economic census, and the results show that retailers in the state made \$51.3 billion in sales in 1997.

Economic censuses are conducted every five years after business results are available for years ending in 2 and 7. Data from the 1997 Economic Census are being released as reports are compiled between 1999 and 2001. Information provided by industry in the Economic Census include: number of establishments, sales or receipts, number of employees, and payroll.

A significant change in industry clas-

sifications was introduced as a part of the 1997 Economic Census. The Office of Management and Budget (OMB) announced that the North American Industrial Classification System (NAICS) would replace the Standard Industrial Classification (SIC)\* codes. SIC codes had been used for industry classification in this country since the 1930s. But the growth of new sectors of industry, coupled with a desire to make industry classifications uniform in Canada, Mexico, and the U.S., led to the adoption of NAICS.

New U.S. industries identified in NAICS call to mind the business and social changes that have taken place in society over the past several years—

gas stations with convenience food, hazardous waste collection, cellular and other wireless communications, diet and weight reducing centers, and fiber optic cable manufacturing.

Summary statistics for states, metropolitan statistical areas, counties, and towns are available in Adobe Acrobat format on the Worldwide Web at <http://www.census.gov/epcd/www/econ97.html>.

Minority-owned and women-owned business reports are scheduled for release later in 2000; zip code statistics will be released in 2001.

*\*For additional information and correspondence tables, see <http://www.census.gov/epcd/www/naicsind.htm>*



## Missouri Census Update

Missouri State Library  
P.O. Box 387  
Jefferson City, MO 65102-0387

3

Non-Profit  
U.S. Postage  
PAID  
Jefferson City, MO  
PERMIT NO. 10

AFLC  
MAASSEN, CHRISTEL  
GOVERNMENT DOCUMENTS  
ST. LOUIS COUNTY LIBRARY  
1640 S LINDBERGH BLVD  
SAINT LOUIS MO 63131-3501

## Profiles of the country's African American population

According to the Census Bureau's March 1999 Current Population Survey (CPS), nearly 1 in 3 African Americans were under age 18 in 1999, over one-half lived in the South, and more than 1 out of 7 (age 25 and over) had earned at least a bachelor's degree.

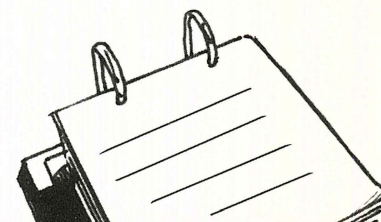
Other highlights from the report:

- Forty-seven percent of all African American families were married couples, compared to 45 percent maintained by women without a husband present and 8 percent by men without a wife present.
- A slightly higher percentage of

African American women than men age 25 and over had earned at least a bachelor's degree (16 percent and 14 percent). For non-Hispanic whites, the opposite was true: 31 percent of men and 25 percent of women had at least a bachelor's degree.

- 17 percent of African American men and 24 percent of African American women worked in managerial and professional specialty occupations.
- Forty-eight percent of all African American married-couple families had incomes of \$50,000 or more.
- About 46 percent of African American householders were homeowners.

Later this year, the Census Bureau will release *The Black Population in the United States: March 1999*, an analytical report on the country's African American population, using the data collected in the March 1999 Current Population Survey.



## Calendar

### May 14-18

Mid-America Geographic Information Systems (GIS) symposium at Tan-Tar-A, Osage Beach. Details are posted on the Internet at <http://magicweb.kgs.ukans.ued>. For additional information, contact Tim Haithcoat at the University of Missouri's Geographic Resources Center (phone: 573-882-1404; e-mail: [HaithcoatT@missouri.edu](mailto:HaithcoatT@missouri.edu))

### May 17-18

Governor's Economic Development Conference at Lodge of the Four Seasons, Lake of the Ozarks. Additional information available on the Internet at <http://www.ecodev.state.mo.us/govconf00/>.

